



## **COMPANY**

### **Owen Media Partners Inc.**

Owen Media Partners Inc. was founded by Hugh Owen in 1995. Privately owned, and with principle interests in North America, OMP has grown to become the Canadian leader in business information through smart acquisitions and a vision for a new era in information publishing.

## **OBJECTIVE**

Over the years, Owen Media Partners (OMP) has acquired various pieces of technology to help run their business and drive sales, including software for accounting, software for billing, software for customer relationship management (CRM), and software for enterprise resource planning (ERP).

In making those software choices, OMP has a mix of custom and off-the-shelf (OTS), existing both as locally-hosted and as Software-as-a-Service (SaaS).

OMP found that it was entering the same data in multiple locations, introducing not only tedium but the potential for errors and mistakes to creep in. With the level of service that OMP is expected to give, such potential needed to be reduced, if not eliminated.

## **RESULT**

BHS Consultants created a custom, central, extensible application to allow OMP's various platforms and software to communicate with one another in various workflows, significantly reducing (and, in some cases, completely eliminating) the need to enter the same data into multiple systems.

Work continues on extending the system as OMP integrates even more of its systems.

## **SOLUTION**

In conjunction with management consultant Doug Wallace, BHS analyzed OMP's existing sales workflows and processes, identifying areas for consolidation and process automation. After determining that OTS integration solutions were too limiting and cumbersome to deal with the myriad disparate software/platforms being utilized, BHS developed a custom, extensible solution that, at the outset, eliminated the need to enter duplicate information into the various steps of the sales and order fulfillment process.

The team of BHS and Doug Wallace also aided in the development of the sales and order fulfillment process workflow/process, advising and guiding OMP on ways to create a strict but flexible business process.

## **TECHNOLOGY EMPLOYED**

- C#
- .NET
- SQL Server
- WCF
- MSMQ
- MS IIS
- Web Services (SOAP, REST)
- Chargify API
- Salesforce API
- Netsuite API
- Custom APIs